



Enriching People's Lives

# CRG LICENSED ASSOCIATE PROGRAM

## **Are You Interested in . . .**

- Creating new streams of income?
- Becoming part of an exceptional group of colleagues who are personal and professional development specialists?
- Making a difference in other people's lives?
- Doing business internationally with multi-lingual options and earning a living through those activities?

If you answered **Yes**, you may qualify to become an official representative of CRG and its resources and, more important, become part of a global phenomenon called the **CRG Associate Family**.

**Come join us!** Learn how by reading on ►►►

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Terry Anderson, PhD  
CRG Founder

Ken Keis, MBA  
CRG President & CEO

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*There is not a doubt in my mind that CRG tools are by far the best in the industry and will transform lives and relationships.*

Anne Bercht, President  
Passionate Life Seminars

*CRG will provide you with the understanding and opportunity to leverage your business to new levels through assessment tools designed to change lives from the inside out.*

Dr. John Radford, Partner  
Transpectives

### Vision Statement

Our Vision is to be globally acknowledged as the Number One resource center for personal and professional development for personal and professional developers.

Our ever-expanding global network of Licensed **Associates** serves local needs throughout the world. Through our training sessions, we equip internal and external consultants, coaches, trainers, speakers, counselors, educators, and HR professionals on the use of CRG resources.

## Leave Your Legacy by Enriching People's Lives

- Are you ready to *really* make a difference?
- Do you want to increase your professionalism?
- Is it important that you earn income while you make a difference?

In pragmatic terms, becoming a **CRG Licensed Associate** is a business opportunity where:

- you access decades of research and development and hundreds of resources;
- you receive ongoing professional support;
- you qualify for special discounts and incentives; and
- you deploy your business using CRG's global and leveragable business model and infrastructure.

### And there's much more to the story.

When CRG was founded in 1979 by Dr. Terry Anderson, the motivation was simple: to create easy-to-use (and understand) self-interpreted learning and communication tools to assist individuals, teams, and organizations to improve, develop, and transform.

That may seem quite straightforward today but, back in 1979, most of the people in the world of psychology wanted to produce tests that could be interpreted only by them and their colleagues. The result? Control of the process was always in the hands of the practitioner; they thought they were the only ones qualified to advise others. When you consider your current options as a professional, that is an outdated approach. Unfortunately some individuals are still holding on to the old beliefs.

Dr. Anderson discovered that most people did not want to take a *test*. They wanted processes in which they could personally engage—to learn and participate while receiving additional assistance from professionals like yourself. CRG embraced this philosophy: *we give psychology away for the benefit of the learner*.

### CRG based its solutions on two holistic principles.

1. We clarified the understanding of individuals into easily explained and measured factors, from health and self-worth to personal style and values.
2. We designed resources that a diverse group of individuals could use—from teenagers to CEOs in *Fortune* 500 companies and everyone in between. No longer did people have to try to understand multiple theories and conflicting sources or solutions. CRG eliminated that burden.

Nothing is more important to CRG than *Enriching People's Lives* based on the values of integrity and heart. If your motivation as a personal and professional developer is to be solution- and results-oriented on behalf of your clients (rather than simply *selling stuff*) and you see yourself in a partnership—not just a vendor/supplier relationship with CRG—you match our values!

Many **CRG Licensed Associates** have become long-term friends whom we feel honored to serve. That's why we call **Licensed Associates** our CRG Family.

### Mission Statement

CRG achieves its vision through its global network of **Licensed Associates** and Online **Affiliates** via the following activities.

- Creating, publishing, and/or providing innovative learning assessments, tools, systems, processes, and solutions in which learners enthusiastically and easily engage, while assisting the learners to make positive and profound changes
- Equipping and providing **CRG Associates** and Online **Affiliates** with a highly leveragable residual and passive income reward model to help them realize their full financial potential—in a spirit of mutual collaboration and trust

In 1990 Ken Keis met Terry Anderson at a learning conference and, within two months, Ken had accepted the position of VP Marketing at CRG. In the mid-90s, Ken left CRG to focus more on his successful training company, but he stayed connected to CRG as a **Licensed Associate**. It was during this period that Ken's company became one of the Top Three **CRG Licensed Associates** in the world. He used CRG resources in the solutions and programs he was developing for his clients, including Chrysler, Ford, and Credit Unions. Without exception, the programs Ken designed using CRG resources were always the most impactful processes and the highest-rated by the participants.

Ken and his 12 trainers grew so loyal to the CRG assessments that when clients wanted them to use other assessments, Ken would either recommend they switch to CRG resources or refuse to accept the contract.

**Over 80% of professionals who experience CRG resources switch from other options—and they don't go back.**

Ken's story is not unique. Over 80% of professionals who experience CRG resources switch from other options—and they don't go back.

The truth is that once individuals and organizations become **CRG Licensed Associates** and take the CRG Train-The-Trainer program, they understand the critical differences. Based on what they learn about the advantages of CRG models and process, many feel it is their professional duty to *not* use other options. Oddly enough, the small percentage of people who don't switch do agree that CRG resources are superior in nature and design but they either find it difficult to change or they cannot say No to clients that want to use other tools.



After a decade of being on the road and traveling 1500 days in just six years, Ken Keis decided it was time for a change.

Ken's purpose is to help others find their purpose. And, in his opinion, no business was better poised to do that for individuals, families, teams, and organizations than CRG. He liked the company so much, he bought it in 2003.

**The CRG vision is clear.**

Because of Ken's experience as both a CRG Executive and a successful **CRG Licensed Associate**, his perspective and knowledge are as deep as those of Dr. Terry Anderson, CRG's founder. Ken brought fresh ideas and a new vision to CRG, building on the three decades of hard work of Dr. Anderson and the CRG Team.

- Our core values and resources are exponentially growing CRG.
- CRG is not just an assessment company. It is much more.

**New Opportunities**

Prior to purchasing CRG, Ken had built and run several successful companies. He knew CRG resources were unparalleled in the field and that CRG had huge opportunities to expand its services to professionals like you.

- Many individuals were making a difference but their lifestyle (always on the road, for example) was in conflict with their desire for life balance.
- Others were well-meaning but, for some reason, could not earn enough income to continue to work in their calling.
- In other situations, the solutions required to meet a client's needs would take too many resources to develop, relative to the payback. They had to let business opportunities go or leave them unmet.

Can you relate to any of those examples?

**If your answer is Yes, CRG has the solutions.**

*Before becoming a CRG Licensed Associate and attending the CRG training, I wasted a lot of time trying to communicate effectively with clients and my team. Since the training, our team has gone global, projects are finished on time, and profits have soared! Thank you, Ken, and the CRG staff for helping us to run our business so effectively using the CRG tools and systems.*

Stephanie Frank  
Author, *The Accidental Millionaire*



*CRG has several professional development tools. The Train-The-Trainer session gives a good understanding of the different resources available. The CRG Train-The-Trainer event is a necessary introductory session for people who want to use CRG resources or those who want to become Licensed Associates.*

Sophie De Boiserie, Manager  
Vlerick Leuven Gent Management School  
Belgium



*The CRG Train-the-Trainer program provided a foundation for understanding and applying the CRG Model and associated tools. The application of the tools was masterfully expressed and helped define clear actions to implement the tools in my venues and as a Licensed Associate.*

Sam Zeiler, President  
Zeiler & Associates, Inc.

*I enjoyed the CRG training immensely. CRG provides you with the necessary tools and models to develop your own business. We have already experienced the many benefits of becoming a CRG Licensed Associate.*

Yuko Yoshi, Senior Trainer  
Bright Career, Japan



*Knowing you want and desire to be a speaker/trainer/facilitator/coach, you constantly look for tools and the support to take you to the next level. CRG can provide the tools, training, and coaching to be great at whatever you choose. Sincere thanks for creating a business model and foundation for ALL to win and succeed on a global market/community.*

Amanda Vaz, President  
Visionary Consulting Group



*Rewarding, fun three days! We have benefited from being able to focus on the products and the new applications developed. New ideas on marketing and integration of CRG products in our existing program have come to mind. Great atmosphere! We are glad that we came. Looking forward to doing a lot of business together in the future.*

Lars-Ragnar and Katarina Hellsten, Co-Owners  
ISL Forlag Publishers, Sweden

## **You can be part of this global group of professionals.**

### **Leverage is everything.**

Have you ever been in a situation where you wanted to give more time or resources to an important cause, but could not? When we say leverage, that's what we are talking about.

Ken came to understand that making a difference and making a good living are not mutually exclusive. He found that the more discretionary time and fiscal resources that individuals/organizations had, the greater the impact and difference they could make.

CRG's objective is to provide systems and processes where **Licensed Associates** (and also **CRG Affiliates**) can positively impact participants and achieve the goal of having more discretionary time and additional financial resources—all with less effort. Of course, who wouldn't be interested in those possibilities?!

### **CRG's business model embraces leverage at all levels.**

- Leverage of Content
- Leverage of Intellectual Property
- Leverage of Relationships
- Leverage of Technology and Systems
- Leverage of Marketing Materials and Support

### **The future looks brighter with You in it!**

As CRG expands its global presence—now with over 1 million users in 20 countries and 8 languages—we sometimes pinch ourselves in awe of the caliber and quality of the professionals and organizations being attracted to CRG's Family and to the **Licensed Associate Program**.

CRG's humble beginnings were in a house basement in 1979, serving local university students. Back then, who could have imagined that today, our CRG models would be the preferred choice of international organizations such as the University of Austria, Boeing, American Management Association, International Coaching Federation, Brussels Management School of Business, and Career Centers in Japan?

Our leverage, growth, and impact come from our **Licensed Associates**—individuals and organizations like yourself who serve local needs and clients while accessing the breadth and depth of the CRG resources and systems.

If you think our assessments are similar to those developed by other businesses, we know you are missing some information. Get all the facts before you make a decision. If, after your investigation, you feel the **CRG Licensed Associate** program is for you, we will look forward to welcoming you into the CRG Family!

### **All we ask is that you take a close look at CRG. Find out how we can serve your purpose of making a difference while earning a living.**

Keep Living On Purpose,

Terry Anderson, PhD  
CRG Founder

Ken Keis, MBA  
CRG President & CEO

## Who Becomes a CRG Licensed Associate?

**Any individual and/or organization in the business of personal or professional development.**



Here is a sample of the diverse professionals who are **CRG Licensed Associates**.

### **Speakers and Trainers:**

They use CRG resources in their seminars and workshops and offer back-of-the-room sales and additional solutions to their client base.

### **Counselors and Coaches:**

They use CRG assessments to accelerate and enhance the coaching and counseling process. They also apply them to the families and team members of their clients to expand their impact.

### **Career Centers:**

Many have developed entire month-long career-transition programs integrating several CRG resources into their packages and offerings. For the participants, the perceived value is significant because they are given personal and business resources they can use for the rest of their lives.

### **HR Professionals:**

They use CRG solutions as part of personnel and HR systems and to help them hire the right person the first time. The solutions also have been utilized with teams to clarify roles and responsibilities while increasing individual and team performance.

### **Consultants and Facilitators:**

Most projects will either involve people or people implementing systems. To speed up their projects and improve their effectiveness with their clients, **CRG Associates** integrate CRG tools into the consulting protocol.

### **Educators:**

Now more than ever, educational institutions are being held accountable for student success. Our **Associates** in the educational arena, from universities to grade schools, use CRG assessments to provide a roadmap for success. Universities are also using them as part of their Executive MBA Student Success Package.

### **Business and Management Schools:**

Business schools from around the world now include CRG assets in their curriculum and as part of long-term development programs and solutions. From Banff to Belgium, the application is international in scope.

### **Professional Development Associations:**

Associations from around the globe are now partnering with CRG to offer quality resources that they can endorse and recommend to their membership. Coaching, Consulting, Management, Training, Career, Personal Development, HR Associations, and others are all now formalizing their relationship with CRG as licensed partners.

### **Seminar Organizations:**

CRG resources work in just about any seminar format. Recently, an international organization dedicated to family development implemented CRG resources into its marriage seminars/retreats.

We think you get the idea that the application for CRG solutions is broad, deep, and wide.

*I would say that the overall presentation was beyond my expectations as a professional. The best seminar I have attended in seven years! Congratulations. I would recommend this training to anyone who wants to assist others in their growth.*

Michael Johnson, Facilitator  
Triangle Resources

*The three-day training is full of information and insights. It expanded my business vision. I am sure that the CRG resources will allow me to grow my business and ministry.*

Dr. Paul Lam, President  
Life Coach International

*CRG's Train-the-Trainer program is an excellent introduction to powerful, life-changing resources! An experience well worth the time and registration.*

David Jackson, Director  
Church Resource Ministries Canada

## Why Do over 80% of Professionals Switch to and Prefer CRG Resources over Others?

Here are Just a Few of the Reasons . . .



### Research and Development Have Made CRG's Publications "Best of Class."

Prior to developing its tools, CRG reviewed and evaluated various publications that claimed to assess or test for personal style or "type." CRG identified numerous problem areas, which were also mentioned by other professionals in the field of assessment, training, and development. As a result of the research, CRG's publications are easier to use and score.

Each of the CRG tools has had extensive lab, field, and market testing prior to publication. Revisions and further enhancements were made as additional feedback came in from more than 110 HRD practitioners. As a result, some of the CRG publications are in their fifth edition.

We offer both print and online versions of each CRG tool.

### Performance-Enhancement Orientation and Developmental Focus

CRG's learning and communication publications get results by assisting respondents to specify planned behavioral change as part of the learning experience. The assessment publications, in particular, lead respondents to action plans that are practical and achievable at work or in personal life.

### User-Friendly and Easy to Understand

CRG has designed its resources to be focused on the learner, not the administrator. Even though the assistance of a trained professional can add value to the experience, individuals and organizations can engage the process on their own. When professionals assist with the use CRG tools, however, time is saved in the explanation of some terms and processes.

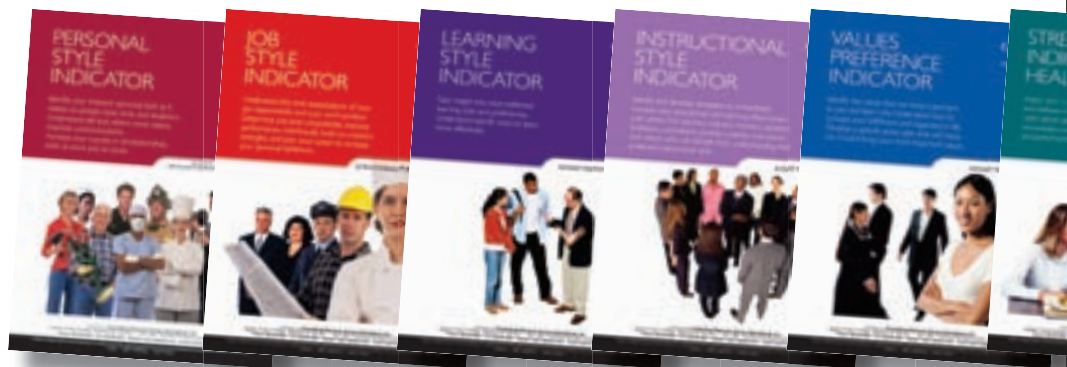
The quality of the CRG learning experience and resources will instantly increase the credibility of any professional using them.

We have invested hundreds of thousands of dollars in the professional development and production of our assessments and resources. The excellence of CRG resources conveys a sense of confidence and professionalism that your clients or potential clients will trust. Your affiliation with CRG and the use of the CRG resources will raise your level of credibility with others.

### Enhance Your Impact with Your Clients

CRG resources are designed to create an impact with the participant. We believe that CRG resources are the beginning, not the end. Unless behavioral improvements or changes occur at the individual, family, team, or organizational level, why bother with any learning process? You can rest assured that when you use CRG resources, clients' lives are enriched, transformed, and permanently changed.

CRG provides you with a suite of resources you can count on to make a difference in your clients' lives and organizations—every time!



## Use Leverage to expand your professional offerings with no development time and little investment

The challenge with most professional or personal developers—both internal and external—is that development takes a lot of time, research, and money. It is estimated that every hour of programming requires 10 to 20 hours of development.

Based on industry standards, a one-day program could take up to one month to produce. And, during that entire time, business development or delivery of solutions will not be taking place, thus creating a double-dip on your available resources.

CRG to your rescue! Our over 1.5 million words of content serve as an enormous resource center of solutions for you and your clients.

Recently an appraiser conservatively estimated that recreating all of CRG's content—to which you have instant access—would take over \$3 million and a team of five professionals working full-time for over 5 years.

All our resources are immediately available to you in both print and online formats.

## Connect with a Like-Minded Network of Professionals and Peers

Becoming a CRG Client or **Licensed Associate** means you are now part of the CRG Family. Whatever your level of success or responsibility, it is important to network and connect with others of like mind and values. Many of our Clients or **Associates** have become coaches to one another—even best friends. Because all our **Licensed Associates** are required to attend our training, you will be able to discuss with them potential applications, options, and possibilities on the use of CRG resources.

## Access CRG's Proprietary Residual and Leveraged Revenue Model

CRG has created its own proprietary online **Associate** and **Affiliate** leveraged revenue model. Everyone can participate in earning fiscal rewards or discounts for others using CRG resources or referring others to use CRG resources.

**This allows any individual or organization to establish residual revenue.**

Because we recognize that our business growth has always been based on relationships, we reward individuals and organizations for referring as well as consuming. Our business model was designed to be a potential fundraiser for non-profit organizations and a residual revenue stream for businesses and individuals.

CRG has created a sophisticated automated-tracking system to manage this process. All you do is communicate, connect, and network. CRG does the rest. We fulfill the requests and send you a check or credit. Just recently, a new **Associate** posted our resource links on his website. An executive of a large *Fortune* 1000 company discovered those links while surfing the Net. Our **Associate** is now receiving referral fees for the company's activity online with CRG. We managed the entire transaction.

That's our residual and leverage business in action—specifically designed to serve you.

## Develop a Global Business, Right from Your Location

We all acknowledge we are part of a global economy and business environment. Because CRG is a global player, as a **CRG Licensed Associate** or **Affiliate**, you are, too! Not only can you reach others around the world, you can promote in 8 languages, with more translations on the way. You need no longer rely on the local economy as you diversify your business worldwide. Recently, one of our **Associates** was working with a North American client who has divisions in Europe. The **Associate** does not speak the other languages but his client's European divisions are now using CRG resources in multiple languages. As we said, you can launch an international business right from your location.

*I have chosen to use CRG Learning and communication tools in my coaching and consulting practice for three reasons: the quality of thinking that has gone into their development; the ease of use in creating and interpreting the results; and the breadth and wisdom of the interpretive materials. The tools are positive in their approach and profound in their impact.*

Brian J. Fraser, PhD, Founder  
Jazzthink Consulting

*The CRG Tools are indispensable in making sure our curriculum is effortlessly received AND our students' knowledge and mastery of themselves is accelerated. There is no better combination out there.*

W. Vito Montone, Co-Founder  
Whole Wealth™ Institute



## The CRG Partial Client List

This is just a sample of the hundreds of organizations around the world already using CRG resources. Our **Licensed Associates** can reference this list when talking about the companies that are using CRG tools.



Abbotsford Community Services	Career Choices Inc.	Gateway Health Center	Minnesota Life	Super Pages
Action International Canada	Career Development Services	Good Samaritan Society	MPOWERTV	Technion Institute of Management
AIC Group of Funds	Career Resources	Grove City College	Nebraska State Education Association	Tarpon Energy Services
Airborne Express	Caribbean Preparatory School	Guerrilla Business School	Nestlé Brands	Texas State Bank
Alliance Royale	Central Baptist College	Hang Seng Bank Ltd.	North Island Credit Union	Texas A & M University
Ambassador Travel	CEO Trainer	Hewlett Packard	Patterson HR Services Ltd.	Thrifty Rentals
American Management Association	Certified Dental Assistants of BC	Hilbert College	Peak Potentials Training Inc.	Toyota Technical Center
Anniston Army Depot	Chapin School	Inland Concrete	Pfizer	Topgro Greenhouses Ltd.
Argos Executive Group	Chaucer Insurance	Inspired Parenting, LLC	Phantom Screens	Triangle Resources
Ashland University	Cherokee State Bank	Institute for Life Coach Training	Philadelphia Corp.	Trinity Western University
Aspen Regional Health Authority	Children's Center at New York Life	Integrated Health & Fitness	Philips Consumer Electronics	US Cellular
Assemblies of God	CHUM Radio	International Federation of Coaches	PL Foods	University of Arizona
AT & T	Chrysler	ISL Forlag	Premier America Credit Union	University of British Columbia
Banff Executive Leadership Inc.	CIBC Wood Gundy	Irish Life	RBC Assessment Management	University of Calgary
Barnes and Noble	City of Edmonton	Justice Institute of BC	Re/Max Realty	University of North Florida
BC Hydro	Coaching For Your Success	Kay Chemical Company	Redline Water Sports	University of Phoenix
Better Business Bureau of NA	Coastal Pacific Express	Kennedy House Youth Center	Regent University	University of Santa Cruz
Beyond Success, LLC	Community First Credit Union	Kids Hair Inc.	Ricoh Europe	University of Texas
Bloomfield Hills School District	Community Skills Center	Keystone Associates	Royal Roads University	University of Texas at Houston
Blue Cross	Corporate Coaching	Lethbridge Regional Police Service	Saks Fifth Avenue	University of Texas at Houston Medical School
BMO Nesbitt-Burns Financial	Corrections Canada	London Drugs	Sales Directors Inc.	Vancouver City Hall
Boeing	CSX Transportation	Management Learning Resources	San Diego Metropolitan Credit Union	Vancouver Film School
Bonneville Power Administration	Denbow Transportation	Manitoba Public Insurance	San Mateo County	Vancouver Port Authority
Bright Career Inc.	Direct Energy	Marriage and Family Consultation Inc.	Sauder School of Business	Vlerick Leuven Gent Management School
British Airlines	Douglas College	Mary Kay Cosmetics	Selbst Group	Wake Forest University
Calgary Health Region	Ecolab, Inc.	Mayer Furniture	Service Master	Warren Federal Credit Union
California Credit Union League	Erie Insurance Group	MES Mortgage Services	Sir Fleming College	Washington Education Association
California Manufacturing Technology Center	Family Support Center	Michigan Education Association	Slave Lake Health Complex	Weiss Builders
Campus Crusade	Federated Co-op	Mikron Industries	St. Mary's University	Western Management Consultants
Canada Training Group	First Financial Credit Union		Style Box Clothing Co. Ltd.	YMCA Employment Services
Canadian Autoparts Toyota Inc.	Florida Light & Power Company		Sunstream Hotels & Resorts	Youth For Christ
	Fort Worth Police Training Center			
	Ford Motor Company			



*After using the "DISC" style instrument for more than eight years, I was fortunate to discover the Personal Style Indicator behavioral-style assessment. I find the PSI much easier to administer, with very complete, easy-to-follow instructions. The In-Depth Interpretations are much more accurate, as well, leading to more client satisfaction.*

Bruce R. Wares, President  
Sales Productivity Institute

*This three days has been full of wonder and self-discovery. Train-the-Trainer has an abundance of content, but just as significant is the abundance of skilled facilitation and shared experiences.*

Marlene Robinson, Executive Director  
Certified Dental Assistants of BC

*The implementation of the Stress Indicator & Health Planner (SIHP) into our Stress Management Program has proved to be an enormous success. The planner has been most effective from the participants' point of view, simply due to the way it breaks down the stress issues we encounter in our lives into five very distinct areas. The planner has shown [staff] a whole new approach to managing stress.*

Liz McNally, Director of Training  
London Drugs Limited

*We've been using your Sales Style Indicator and In-Depth Interpretations for years. They play a key role in our first-tier Sales Skills program. I recommend them, given our positive experiences.*

Tracey Ross-Watmore, Manager  
Nestlé Brands

*The ESSI is the most comprehensive entrepreneurial tool we have found. It is a staple in our battery of assessments.*

Louisa Matson, PhD  
Keystone Associates

*The Personal Style Indicator training was thorough and informative, both personally and professionally. It's a tool that one can use in any area/avenue of work/home life.*

Kathi D. Maness, HR Director  
CSX Transportation

*Train-the-Trainer is a transforming event, applicable to both business development and personal growth. The CRG tools are the best I have encountered in 25 years of work in the counseling field. Thank you!*

Katherine Mansfield  
Counselor/Coach

# CRG Resource Applications and Methodology



The more than 100 CRG tools can be applied in almost any situation, providing the **CRG Licensed Associates** with tremendous versatility to meet their clients' needs. CRG says: "If you are walking and breathing and 15+ years of age, you can benefit from the CRG solutions."

Here are just a few of the possible applications.

## Potential Applications

- Applicants
- Assigning Roles
- Career Development
- Career Planning
- Change Management
- Clients: Joint Ventures
- Customer Service
- Consulting/Counseling
- Dating Compatibility
- Educational Environment
- Entrepreneurs
- Esteem-Building
- Executive Coaching
- Family
- Hiring Process
- Interview Process
- Job Creation
- Job-Matching/Fit
- Leadership Development
- Life Coaching
- Management Development
- Marriage
- Maximizing Employee/Job
- Potential
- Mediation/Conflict Resolution
- Mentoring
- Outplacement
- Parenting
- Performance Appraisal
- Personal Effectiveness
- Personal Development
- Problem-Solving Models
- Recruiting Strategies
- Relationship Coaching
- Sales
- Self-Awareness Coaching
- Self-Evaluation
- Small Business
- Stress Management
- Succession Planning
- Team Building
- Teenagers
- Transition Planning
- Values Identification
- Wellness Programs

Which applications will *you* choose for the CRG resources?



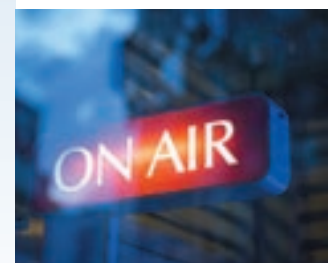
CRG resources provide the flexibility to engage and deploy your solutions in a wide range of methodologies. One of our career center clients uses only the online versions of our assessments; other clients use the print-based options for their seminars. Still other professionals use a combination of our online assessments + PDF files to coach in person and/or over the telephone.

Emerging technologies now facilitate media-rich learning events using CRG processes over the Internet, on DVD, Internet Radio, and many other options.

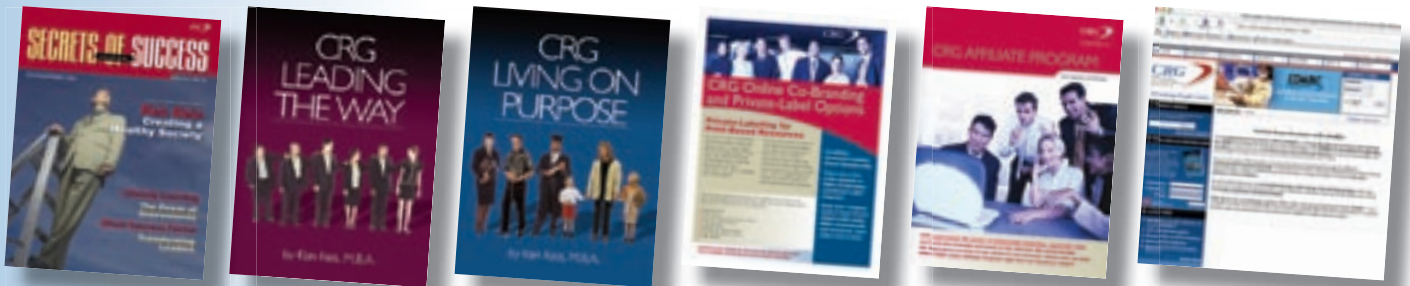
## Potential Methodologies

- Articles
- Audio Cassettes/CDs
- Board Games
- Books
- Cartoons
- Case Studies
- Chat Groups
- Classrooms
- Competitions
- Computer Games
- e-Audio Programs
- e-Books
- e-Courses
- Experiential Training
- Group Coaching
- Home Study Courses
- Lectures
- Music
- One-on-One Coaching
- Online Assessments
- Online Workshops
- On-the-Job Training
- Podcasting
- Print Media
- Radio Programs
- Role-Playing
- Seminars
- Speaking: Keynote
- Tele-Coaching
- Translation/Language
- TV
- Video Streaming
- Videos/DVDs
- Webinars
- Workbooks
- Workshops

There is no limit on how you can use these resources. We want you to deploy your learning strategies via the methods that work best for you and your clients.



## Special Privileges Reserved for CRG Licensed Associates



### Improve and Even Double Your Professional Income

Steady cash flow is important for every business—to only not survive but to thrive! CRG resources provide another source of revenue in addition to your current offerings. Prior to purchasing CRG, our President Ken Keis was a **Licensed Associate** with his own training firm. For several years, a significant percentage of his revenue came from the integration and sale of CRG resources to his clients. One year, his firm sold over \$100,000 in CRG resources to a single client. Ken's firm placed the order, then CRG took care of all the logistics, shipping, and details. **You can improve your revenue using this same approach and strategy.**

### Build and Grow Your Business Using Already Created CRG Marketing Materials and Processes

Any personal or professional development firm will tell you that “sales and marketing” is the Number One priority. An International Coaching Federation survey revealed that 90% of its member coaches were not earning enough revenue to sustain themselves. That's why CRG has committed to providing marketing materials and processes for its **Licensed Associates**. This arsenal of communication pieces and options continues to grow—giving you more and more ways to deploy your marketing message and help grow your business.

It takes expertise and significant investment to develop sales and marketing copy and produce these materials. It costs approximately \$1000 per page to produce finished marketing materials. In addition, we are adding online email campaigns and communication templates for our **Licensed Associates**. All these marketing resources are immediately accessible to you.

### You Are Not Alone! CRG is Here to Support You in Your Journey to Building Your Business and Your Own Legacy.

Being a **CRG Licensed Associate** means you and CRG are partnering for the mutual benefit of both parties. Even though you are an independent business, CRG is here to help you on your journey as you build your business and organization. **We understand that your success is our success.**

We are committed to imparting strategies that work. We communicate with you monthly in our *Leading the Way* newsletter and through our regular **Associate Bulletins**.

### Receive Potential Business Referrals from CRG

CRG's primary focus is to equip internal and external professionals on the use of CRG resources. Unless we are supporting one of our **Associates** or **Affiliates**, CRG does not conduct seminars or facilitate workshops using CRG resources. That opportunity is reserved for our network of **Licensed Associates**. Although the amount of referral business varies, CRG refers any leads or opportunities to our **Licensed Associates**. We are loyal to our partners.

We are currently planning an Online Directory so that individuals and organizations looking for professional development services can search **CRG's Licensed Associate Network**. New leads will see you as a potential resource.

*Excellent learning environment that allowed us to explore content and discover additional applications. Interacting with other participants helped deepen the learning. Thank you for the “getting started” materials to help us jump-start our Associate Business.*

Shawn Moore, President  
Baroness Builders

*CRG's Train-the-Trainer session is a fantastic training and the CRG Licensed Associate program is an amazing business development program. There is so much value here that your training session could easily be four to five days!! Thank you.*

Gareth Wood, President  
Gareth Wood Associates

*This program is a must-do for anyone who believes that a better understanding of themselves can assist them to a better understanding of others. The CRG tools achieve both.*

Jane Durant, President  
Making a Difference Through People

# Six Potential Revenue Sources, Reserved for CRG Associates Only

Any individual or organization can order CRG resources and use them. We do not restrict access. CRG's values, however, are based on developing long-term loyal relationships with our professional network of **Licensed Associates**. As a result, our enhanced revenue sources are reserved for our **Associates**.

## 1. Wholesale Discounts

As an **Associate**, you immediately qualify for a 20% wholesale discount off our listed retail prices. A \$10 item will cost you \$8.

## 2. Enhanced Affiliate Percentages

**Associates** also enjoy **Enhanced Affiliate** percentages. If you want your clients to purchase directly from CRG—so that we can manage the entire transaction on your behalf—instead of a 20% wholesale discount, you will earn a 15% **Affiliate Fee**. In this case your client will purchase the item for \$1000 and CRG will either send you a check for \$150 or credit your account with \$150 that you can apply to future CRG purchases.

## 3. Enhanced Second-Tier Affiliate Fees

As we have mentioned, your growth and CRG's growth are best served via networking and relationships. To reward this approach, CRG pays you a 10% **Affiliate Fee** for your clients' referrals or for contacts that engage our resources.

## 4. Up to a 10% Volume Bonus for Associates Only

This is in addition to the other percentages mentioned above. The volume bonus is based on your total sales over the past 12 months. The 10% volume bonus is calculated in 2% increments at specific target volumes. (See Financial Summary Sheet for details.)

## 5. Associate-to-Associate Referral Fee for Associates Only

This special offering was designed for individuals/organizations who are great networkers. You have peers and you know others who would be interested in becoming **CRG Associates**. Acknowledging the importance of these relationships, CRG offers you a 10% referral fee on the new **Associates** registration fee. The 10% remains in effect for as long as you and your referrals are qualified **Associates**. This percentage is calculated after all other discounts and bonuses have been dispersed.

## 6. CRG's Train-The-Trainer Event, with you as Host/Sponsor

Earn 40% of the attendance fee for putting on and filling the event. With a group of 40 full-fee-paying individuals, your gross revenue is \$32,000—and CRG conducts the seminar for you! Many organizations and individuals have large contact bases and strong credibility in the marketplace. Our **Associates** partner with CRG while leveraging their influence to assist other professionals. A detailed **Host/Sponsor** application form is available from CRG.



# How Do You Qualify to Become a CRG Licensed Associate?



## Here are the criteria necessary for you to become a CRG Licensed Associate.

- You are a re-marketer of your product(s) and CRG's products or services to a third party. Internal training and HR departments do not qualify, unless you sell your services to outside organizations or individuals.
- You abide by and agree to CRG's Professional Code of Conduct. Professional conduct and ethics are requirements for becoming a **Licensed Associate** and for maintaining that status.
- You are recognized as a capable professional engaged in personal and professional development.
- You pay in full the **Licensed Associate** Registration Fee.
- You attend CRG's Train-the-Trainer program within six months of registering as a **Licensed Associate**.
- You pay the annual **Associate** renewal fee.

Our most successful **Associates** have the character traits of ambition and commitment. They take personal responsibility for their success and people find it easy to work with them.

## Where can you use CRG resources?

From our client list, you will see the range of users is numerous, from HR and career centers, training departments, and coaches to families, sales teams, and management schools. Ask for our *Secrets of Success Journal* that outlines our resources offerings.

We have only begun to tell you about the 100+ resources that CRG offers as **Associate Benefits**. Here are a few more . . .

- Your **Associate** Listing on the CRG site
- CRG's 24/7 website, automated tracking, and partner area
- Private-Labeling of CRG Resources
- Online Co-Branding Option
- Online Learning Locker
- Your Own Corporate Learning Center for you and your clients
- Free Online Resource Center
- Coming Soon: Online Community Bulletin Board in audio and video
- Plus much, much more!

## Find out how you can join the CRG Family of Licensed Associates.

If you have questions, need clarification, or want to see if you qualify, please contact the CRG office at **604.852.0566**.

We look forward to serving you!

*Simply stated, CRG means an involvement with quality people and quality products. Engage – Enrich—Enjoy your own personal development and the development of others!*

Stephen Paul, President  
SB Paul & Associates

*In the end, it was not what I expected—it was more! I learned more about my style and more about how I operate in certain situations. A rewarding experience.*

Paul Easton, Facilitator  
Triangle Resources

*Many of the 360 in attendance have been through similar programs such as DISC or Myers-Briggs, yet they consistently gave feedback on how much more valuable and superior CRG's Personal Style Indicator (PSI) was in comparison.*

Jim Janz, President  
Janz and Associates Ltd



Consulting Resource Group (CRG)

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# CRG Licensed Associate Financial Summary



- **Summary of Fiscal Benefits**
- **Review of the CRG Revenue Model**

To become a **CRG Licensed Associate**, each applicant must attend the CRG 3-Day Train-the-Trainer Workshop.



## 1. Associate Discount

CRG **Associates** can purchase CRG products at a 20% discount off the suggested retail price. This provides you with a margin opportunity to earn income through your clients' purchases. When you log on with your confidential ID, CRG's online system can tell right away that you are a **Licensed Associate**—you will be given the discounted pricing automatically.

**Example:** If an item retails for \$10, your cost is \$8.

## 2. Online Associate Enhanced Affiliate Program

Some **CRG Licensed Associates** prefer to send their clients directly to CRG for order fulfillment and payment. The benefits are:

- no inventory costs, and
- no burden of having to physically fulfill the orders.

CRG has created an **Enhanced Affiliate** program for **Associates** only. For any client, individual, or organization linked to a **CRG Associate**, the **CRG Associate** now earns a 15% **Affiliate Fee**, instead of the 20% wholesale discount.

**Example:** the client orders \$1000 worth of CRG resources directly through CRG online. The **Licensed Associate** earns 15% or \$150 on that transaction.

## 3. Enhanced Second-Tier Affiliate Fee

In addition, the second-tier or **Affiliate Referral Fee** percentage is 10%. This applies if one of your clients becomes an **Affiliate** and that new **Affiliate** refers CRG to a new contact. When the new contact makes purchases from CRG after being linked through your client's ID, you earn a 10% **Affiliate Fee**.

All tracking is automated via the CRG proprietary online **Affiliate** program.

## 4. Volume Bonuses for Associates Only

Volume bonuses are calculated on a 12-month rolling cumulative total of all purchases, using the net price (after discounts) for the calculations. Bonuses are achieved at the following levels (but are not retroactive).

### The Volume Bonus Grid

- Sales from \$10,000 to \$49,999: 2%
- Sales from \$50,000 to \$99,999: additional 2%
- Sales from \$100,000 to \$249,999: additional 2%
- Sales from \$250,000 to \$499,000: additional 2%
- Sales beyond \$500,000: additional 2%

### Examples:

- The Volume Bonus on \$1 million worth of annual sales is \$81,000.
- The Volume Bonus on \$100,000 worth of annual sales is \$2800.

## 5. Associate-to-Associate Referral Program

Many **CRG Associates** have colleagues and contacts who are also interested in becoming **Licensed Associates**. Therefore, CRG is offering a 10% **Associate Referral Fee** to **Associates** who refer other **Associates**.

Note: This referral fee is available to **Associates** only, not to **Online Affiliates**.

This referral fee is permanent residual and passive income as long as you are a qualified **CRG Associate**. The referral fee applies to direct purchases made by the **Associate**; it does not include the second-tier of purchases. The referral percentage is applied after all discounts and bonuses have been dispersed.

### Example:

- You refer 10 **Associates** who each purchase \$10,000 in products annually with CRG. You are paid 10% after discounts.  
\$100,000 - the 15% **Affiliate Fee** = \$85,000  
You would earn \$8500 in professional referral fees.

To qualify for this professional referral fee, you are not required to do anything except maintain your active **CRG Associate** status. Several individuals and organizations who no longer communicate with their referred **Associates** still receive referral fees when their referred **Associates** purchase CRG products. It's simple, easy, and professional.

Note: The **Associate Referral** percentage and business do not contribute to your volume bonus calculations. If they did, the volume bonus would be paid twice.

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Fax: 604.850.3003  
Website: www.crgleader.com  
email: associate@crgleader.com

## CRG Licensed Associate Financial Summary



### Other Benefits for our Licensed Associates

- ezines
- VIP Lounge
- Newsletters
- Global Market
- Personal Support
- Online Co-Branding
- Private-Label Options
- Support Marketing Materials
- Foreign Language Translations
- Internet Marketing Campaigns

*The Train-the-Trainer workshop is not only educational, it's motivating and inspiring. The CRG tools have practical applications, both personally and professionally. The presentation and use of these tools leaves no excuse for not living (or reaching) your (or your organization's) potential and purpose.*

Paula Martens, Facilitator  
Triangle Resources

*A dynamic, informative conference. Powerful information was covered. So it was easy to be present, focused, and energized to move my own business ahead.*

Karna K.K. Schofer  
Executive Dimension LLC

Get the information you need to make an informed decision.

**Contact us now.**

**Licensed Associate Program**

**604.852.0566**

info@crgleader.com

### 6. Host/Sponsor a CRG Train-the-Trainer Event

You can earn significant revenue by being the **Host/Sponsor** of your own CRG Train-the-Trainer event. Although this is not for everyone, for putting on a CRG TTT event, you earn 40% of the attendance fees paid. With a group of 40 full-fee-paying individuals, your gross revenue is \$32,000—and CRG conducts the seminar for you!

Many of our **Associate** organizations and individuals have large contact bases and strong credibility in the marketplace. This permits them to partner with CRG while leveraging their influence to assist other professionals. In addition to 40% of the attendance fee, you will earn revenue from back-of-the-room sales and the ongoing 10% **Associate-to-Associate Referral Fees** for each person who pays to attend the event as a result of your referral.

#### Examples:

- 40 attend your **Host/Sponsor** event  
Gross revenue US\$80,000 - 40%  
**Host/Sponsor** percentage = \$32,000  
+ back-of-the-room sales + the 10% ongoing **Associate Referral Fee**
- 100 attend your **Host/Sponsor** event  
Gross Revenue US\$200,000 - 40%  
**Host/Sponsor** percentage = \$80,000  
+ back-of-the-room sales + the 10% ongoing **Associate Referral Fee**

Note: A detailed **Host/Sponsor** PDF application form is available from CRG.

The **CRG Online Affiliate** program runs in addition to the above **Licensed Associate** percentages and revenue opportunities. In other words, you can encourage your clients to purchase online, register as **CRG Online Affiliates**, and earn their own 10% **Affiliate Fee** or 5% **Affiliate Referral Fee**.

**We have created a win/win/win scenario for everyone involved.**

Over 80% of the professionals who engage CRG resources switch from other providers. Find out more about the **CRG Licensed Associate Opportunity** to help you grow your business and *Enrich People's Lives*.



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